

Message Text

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FM AMEMBASSY COPENHAGEN

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E.O. 11652: NA

TAGS: BEXP, DA

SUBJ:EXPORT PROMOTION QUESTIONNAIRE

REF: STATE 238845

1. CONSULTING IN THE FIELD OF EXPORT MARKETING, AS IT IS KNOWN IN THE US, IS PRACTICED ONLY TO LIMITED EXTENT IN DENMARK. FUTURE APPEARS PROMISING, HOWEVER, IF THE JUDGEMENT OF AN EXPORT DEPARTMENT MANAGER TURNED CONSULTANT CAN BE CONSIDERED SIGNIFICANT. ACCORDING TO HIM, MANY SMALL-TO-MEDIUM DANISH FIRMS ARE IN NEED OF PROFESSIONAL HELP AND HE POINTS TO HIS FLOURISHING BUSINESS AS PROOF. HE CITES, FURTHERMORE, GROWING ACTIVITY IN FACTORING AS ADDITIONAL EVIDENCE OF GREATER EXPORT MARKETING AWARENESS.

2. A GOVERNMENT AGENCY, KNOWN AS THE DANISH TRADE FUND, FINANCED AND ADMINISTERED BY THE MINISTRY OF COMMERCE, IS THE VEHICLE FOR MAKING POSSIBLE COLLECTIVE EXPORT PROMOTION AND CONTAINS PROVISIONS FOR THE EMPLOYMENT OF EXPORT CONSULTANTS BY GROUPS OF FIRMS WITHIN COMMON FIELD OF BUSINESS. PUBLIC FINANCIAL SUPPORT TO THIS SCHEME NORMALLY AMOUNTS TO ONE-HALF OF EXPORT CONSULTANT'S TRAVEL AND PER DIEM EXPENSES AND IS GRANTED FOR ONE YEAR WITH POSSIBILITY OF EXTENSION. THE JOB OF THE EXPORT CONSULTANT CONSISTS IN FEASIBILITY STUDIES AND EXPORT CONSULTANT CONSISTS IN FEASIBILITY STUDIES AND EXPORT PLANNING. HE IS ACTIVE IN COLLECTING MARKET INFORMATION, APPOINTING AGENTS AND IMPORTERS, PLANNING OVERSEAS DISTRIBUTION AND EXPORT PROMOTION STRATEGY. HE ALSO ACTS AS CONSULTANT IN ALL

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PRACTICAL QUESTIONS IN CONNECTION WITH EXPORT TRANS-

ACTIONS. HE IS NOT PRECLUDED FROM PLAYING A PART AS ADVISER IN QUESTIONS CONCERNING THE FINANCIAL STRUCTURE OF A FIRM IN ORDER TO GET IT INTO SHAPE FOR EXPORT MARKETS, BUT HE IS NOT ALLOWED TO ACT, FOR INSTANCE, AS PROPER AMERICAN TYPE COMBINATION EXPORT MANAGER (CEM), NOR TO TAKE ORDERS.

3. "EXPORT OSCARS" ARE NOT AWARDED BY DANISH GOVERNMENT, BUT BY THE "BUY DANISH" ASSOCIATION KNOWN AS "DANSK ARBEJDE". THE OSCAR PRIZE WAS INSTITUTED 1967. IT CONSISTS OF A SCULPTURE ACCOMPANIED BY A DIPLOMA AND IS AWARDED EACH YEAR TO A NUMBER OF IMPORTERS IN FOREIGN COUNTRIES WHO HAVE BEEN PARTICULARLY ACTIVE IN PROMOTING DANISH PRODUCTS. THE RECIPIENTS ARE CHOSEN ON THE RECOMMENDATIONS OF DANISH EXPORTERS AND DANISH GOVERNMENT COMMERCIAL REPRESENTATIVES ABROAD. ONLY ONE OSCAR CAN BE AWARDED EACH YEAR IN EACH COUNTRY WITH THE EXCEPTION OF THE US, WHERE AN OSCAR CAN BE AWARDED ANNUALLY IN EACH OF THE FOUR DANISH CONSULAR DISTRICTS. EACH RECOMMENDATION IS JUDGED ON ITS OWN MERITS BY MEMBERS OF THE BOARD OF DANSK ARBEJDE AND A REPRESENTATIVE OF THE DANISH FOREIGN OFFICE. THE AWARD CEREMONY IS PERFORMED BY THE DANISH AMBASSADOR IN EACH COUNTRY OR HIS REPRESENTATIVE. ACCORDING TO DANSK ARBEJDE THE OSCAR HAS BECOME A MUCH SOUGHT-AFTER TROPHY AMONG IMPORTERS OF DANISH PRODUCTS AND THUS SERVES A VERY PRACTICAL COMMERCIAL PURPOSE OF PROMOTING DANISH EXPORTS.

4. ANOTHER EXPORT AWARD, "KING FREDERIK IX'S EXPORT AWARD", IS GRANTED ANNUALLY TO A MAXIMUM OF FIVE DANISH EXPORTERS. THIS AWARD ALSO CONSISTS OF A SCULPTURE AND DIPLOMA. A COMMITTEE MADE UP OF REPRESENTATIVES OF THE DANISH FOREIGN OFFICE, MINISTRIES FOR AGRICULTURE AND FISHERIES, AND LEADING TRADE ORGANIZATIONS HEADED BY PRINCE CONSORT HENRIK SELECTS THE RECIPIENTS ON RECOMMENDATIONS FROM TRADE ORGANIZATIONS, AND ALSO PERFORMS THE AWARD CEREMONY.

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